

LEO BURNETT U.S.A.

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If you think you're smoking a low-tar cigarette, think again.

New Parliament Ultra Lights have
about half the tar of most
so called "low-tar" cigarettes.
Just 5 mg. That's low.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health

5 mg. "tar." 0.5 mg. nicotine av. per cigarette by FTC Method

